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- Sub 1. A method for customizing a digital camera for at least one particular user by storing at least one firmware component in a programmable memory of the digital camera which controls the operation of the digital camera, the method comprising the steps of:
- (a) providing customization software executed external to the digital camera which can access a plurality of firmware components providing different camera features;
 - (b) the user selecting at least one desired camera feature to cause the customization software to access the corresponding firmware component(s); and
 - (c) providing the selected corresponding firmware component(s) to the digital camera and reprogramming the programmable memory of the digital camera to store the corresponding firmware component(s) to thereby customize the digital camera.
2. The method according to claim 1 wherein step (c) includes erasing at least one undesired feature preexisting in the programmable memory of the digital camera.
3. The method according to claim 1 wherein step (c) includes adding at least one desired feature to the programmable memory of the digital camera.
4. The method according to claim 1 wherein the customization software is provided on a computer program product.
5. The method according to claim 1 wherein the camera customization software is provided by a Network Service Provider.

6. The method according to claim 1 wherein step (b) includes using a host computer to select the at least one desired camera feature.
7. The method according to claim 6 wherein the host computer is provided in a retail establishment.
8. The method according to claim 1 wherein the digital camera includes a removable memory card, and wherein the desired firmware component(s) are stored on the removable memory card.
9. The method according to claim 1 wherein the digital camera includes a camera graphical user interface responsive to firmware stored in the programmable memory, and wherein the firmware component(s) include configuring the camera graphical user interface to provide features selected from a plurality of possible background colors, icon types, icon orders, or icon locations.
10. The method according to claim 1 wherein the digital camera includes a camera graphical user interface, and wherein the camera graphical user interface is coupled to the stored firmware component(s) to provide the user with a menu from which the features that can be selected include a plurality of names, locations, or events.
11. The method of claim 1 wherein the digital camera further includes a processor, and wherein the firmware component(s) can be executed by the processor to control the operation of the digital camera.
12. A digital camera configured according to the method of claim 1.

13. At least one computer program product having the customization software stored thereon for performing the method according to claim 1.

14. The method of claim 1 wherein the desired camera features that can be selected by the user include particular sounds which the digital camera produces when images are captured or reviewed.

15. The method of claim 1 wherein the desired camera features that can be selected by the user include configuring the firmware component(s) to create one or more html files to arrange images captured by the customized digital camera into a web page having a customized background color, header text, image date, image titles, or image size.

16. The method of claim 1 wherein the desired camera features that can be selected by the user include monochrome or sepia effects, and special effects filters.

17. The method of claim 1 wherein the digital camera includes a display, and wherein the desired camera features that can be selected by the user include enabling images to be uploaded from an external device and displayed on the display.

18. The method of claim 1 wherein the desired camera features that can be selected by the user include particular tone or color adjustments, or sharpness adjustments.

19. The method of claim 1 wherein the digital camera includes a display, and wherein the desired camera features that can be selected by the user include enabling a group of images to automatically be sequentially viewed on the display for a user specified period of time.

20. A method for customizing a digital camera for at least one particular user by storing at least one firmware component in a programmable memory of the digital camera which controls the operation of the digital camera, the method comprising the steps of:

(b) displaying a list of selectable camera features remote from the digital camera;

(d) providing the firmware component to the digital camera and reprogramming the programmable memory to store the firmware component to thereby customize the digital camera.

22. A digital camera configured according to the method of claim 20.

24. The method of claim 20 wherein the desired camera

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- (a) providing customization software executed external to the digital camera which can access software code associated with a plurality of different camera features;
- (b) displaying a list of the camera features remote from the digital camera;
- (c) the user selecting at least one desired camera feature from the displayed list of camera features to cause the customization software to access the software code associated with the at least one selected feature, and to provide corresponding firmware component(s); and
- (d) the user providing a payment identifier specifying an account to be debited to pay for the firmware component(s).

31. The method of claim 30 further including the step of providing the selected corresponding firmware component(s) to the digital camera and reprogramming a programmable memory of the digital camera to store the corresponding firmware component(s) to thereby customize the digital camera.

32. The method according to claim 30 wherein the account is a credit card account and the payment identifier is information provided from the credit card.

33. A digital camera configured according to the method of claim 31.

34. At least one computer program product having the customization software stored thereon for performing the method according to claim 30.

35. A method for customizing a digital camera for at least one particular user by storing camera settings in a programmable memory of the digital camera, the method comprising the steps of:

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- (a) providing customization software executed external to the digital camera for displaying a plurality of selectable features that can be provided by the digital camera;
- (b) the user selecting desired camera features from the plurality of selectable features;
- (c) the customization software determining camera settings corresponding to the selected features; and
- (d) providing the camera settings to the digital camera and programming the programmable memory of the digital camera to store the camera settings to thereby customize the digital camera.

36. The method of claim 35 wherein the digital camera is customized to include different camera settings for at least two different users.

37. The method of claim 36 wherein the digital camera includes a customizable camera graphical user interface, and wherein the different camera settings provide different camera graphical user interfaces.

38. A digital camera configured according to the method of claim 35.

39. At least one computer program product having the customization software stored thereon for performing the method according to claim 35.

40. A method for customizing a digital camera for at least one particular user by storing at least one camera setting in a programmable memory of the digital camera which controls the operation of the digital camera, the method comprising the steps of:

- (a) providing customization software which can access software code associated with a plurality of different camera settings;

(b) displaying a plurality of digital images provided by the software code corresponding to different camera settings;

(c) the user choosing a desired digital image from the displayed digital images to cause the customization software to determine at least one associated camera setting; and

(d) programming the programmable memory to store the at least one associated camera setting to thereby customize the digital camera.

41. The method of claim 40 wherein the at least one camera setting controls edge enhancement, color correction, or tone correction.

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